



USDA Weekly Retail Turkey Feature Activity

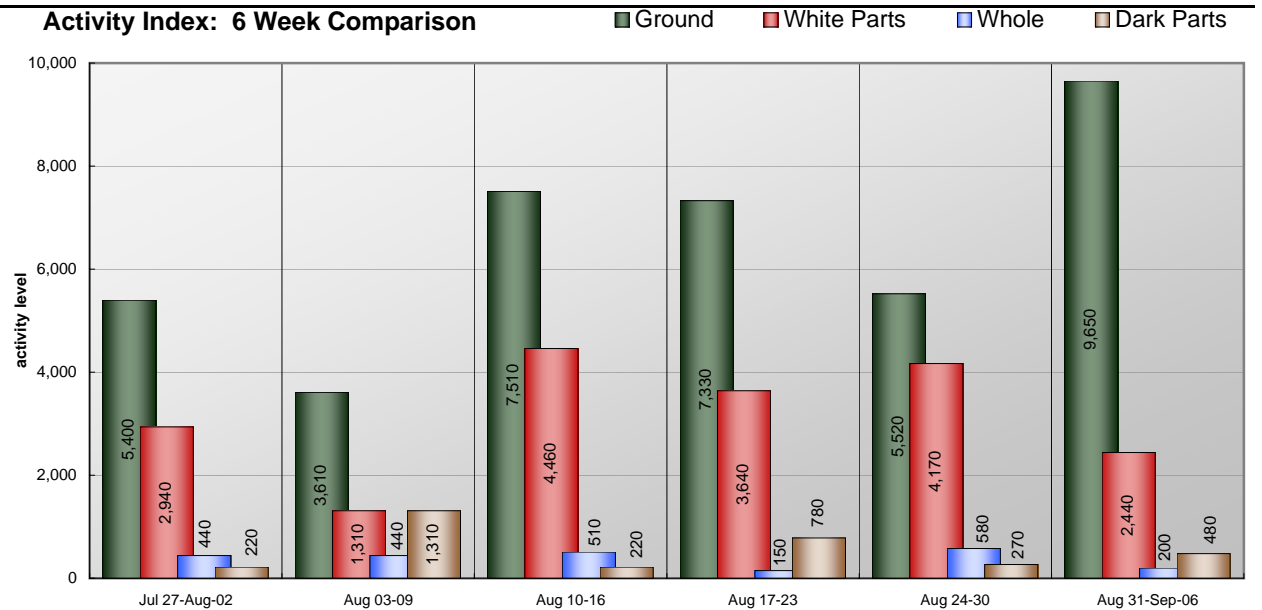
Fri. Aug 31, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/31 thru 09/06.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

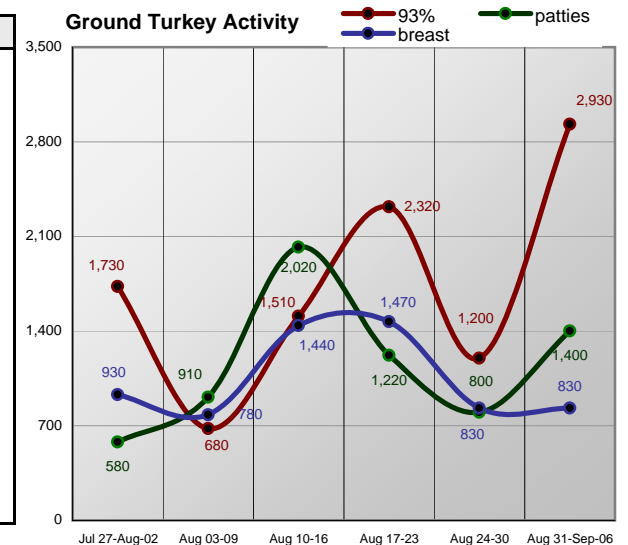
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	45.9% of 17,000 outlets		46.7% of 17,000 outlets		40.7% of 17,000 outlets	
Special Rate 4/	0.8%		2.4%		3.6%	
Activity Index 2/	13,780		12,680		12,360	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	10	1.18			350	1.18
" - Toms	10	1.18			30	1.05
Frozen - Hens	180	0.99	290	1.12		
" - Toms			290	1.12		
PARTS:						
Breast:						
Bone-in, whole						
Fresh	120	1.94	290	1.88	170	1.99
Frozen	360	1.47	280	1.63	130	1.30
Hotel Style						
Fresh			60	1.10		
Frozen						
Split, bone-in						
Fresh					10	2.39
Rotisserie	650	6.40	1,840	7.33	170	4.43
Boneless, whole						
Cutlets	760	3.86	970	4.81	50	3.99
Cutlets, thin sliced	550	3.97	250	4.79	40	3.99
Strips						
Tenders			370	3.97	350	3.99
Marinated Tenders						
Drumsticks	100	1.35	120	1.31	380	1.06
Thighs			10	1.58	70	1.69
Wings	100	1.35	60	1.29	380	1.06
Necks			40	1.29	70	1.39
Smoked Drumsticks	150	2.18			20	1.59
Smoked Wings	130	2.29	40	1.39	40	1.46
Smoked Necks						
GROUND TURKEY:						
Patties	1,400	2.67	800	2.53	2,200	2.40
Sausage	3,070	2.50	910	2.50	2,620	2.50
85% lean	1,420	1.85	1,780	1.70	270	1.50
93% lean	2,930	2.24	1,200	2.30	4,170	2.22
Breast	830	3.66	830	3.92	300	4.12
Rolls (frsh/frz 1 lb.)	10	1.49	590	1.21	--	--

Note: rolls not included in ground fresh ground turkey total and weighted average.



Turkey Featuring - 08/31 thru 09/06

The National feature rate is slightly lower as retailers focus on other meats for the Labor Day holiday. Offers are light on fresh and frozen whole turkeys. Some retailers broke ad for kosher turkeys for the upcoming Rosh Hashanah holiday. Bone-in breasts are lower in volume, mixed on pricing. Rotisserie breasts are less available, but prices are more competitive this week. Offers are lower on all white parts with prices sharply lower on cutlets and marinated tenders. Promotions on dark cuts are higher and prices are firm this week. Ground turkey offers rebound from last week's low volume and the weighted average price is higher. Retailers focus on sausage at steady prices and 93% lean at an average of 6 cents lower. Offers increase on patties, are unchanged on ground breast, and lower on 85% lean.



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	49.1% of 7,950 sampled outlets 1.3% of stores w/ no-price promotions Activity Index = 6,610			42.9% of 5,300 sampled outlets 0.5% of stores w/ no-price promotions Activity Index = 4,440			43.3% of 3,750 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,720		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens				1.18	10	1.18			
" - Toms				1.18	10	1.18			
Frozen - Hens				0.99	180	0.99			
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99	20	1.99	1.99	30	1.99	1.79 - 1.99	70	1.90
Frozen	1.29	200	1.29	1.29	30	1.29	1.79	130	1.79
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.99 - 7.99	480	6.42	5.99 - 7.99	170	6.34			
Boneless, whole									
Cutlets	2.72 - 3.99	740	3.85	3.99	20	3.99			
Cutlets, thin sliced	3.49 - 3.99	550	3.97						
Strips									
Tenders									
Marinated Tenders	3.20 - 4.14	410	3.83	2.66 - 4.26	80	2.81	2.67 - 4.00	510	3.14
Drumsticks	1.39	60	1.39				1.29	40	1.29
Thighs									
Wings	1.39	60	1.39				1.29	40	1.29
Necks									
Smoked Drumsticks	2.29	120	2.29	1.49 - 2.29	30	1.76			
Smoked Wings	2.29	120	2.29	2.29	10	2.29			
Smoked Necks									
GROUND TURKEY:									
Patties	1.79 - 2.99	650	2.57	2.29 - 3.00	580	2.67	2.99 - 3.49	170	3.05
Sausage	1.99 - 3.19	1,150	2.44	1.99 - 2.79	1,400	2.44	2.46 - 3.27	520	2.78
85% lean	1.49 - 1.99	720	1.81	1.33 - 1.99	700	1.89			
93% lean	1.53 - 2.50	1,170	2.06	1.53 - 2.63	930	2.30	1.79 - 2.86	830	2.44
Breast (99-100% lean)	2.39 - 3.84	160	3.17	3.33 - 4.22	260	3.42	3.99 - 4.00	410	4.00
Rolls (frsh/frz 1 lb.)				1.49	10	1.49			